

Message Text

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FOR EA/EX AND EB/CBA/OCA - LAKAS

E.O. 11652: N/A

TAGS: BEXP, KS

SUBJ: MARKET RESEARCH AND COUNTRY COMMERCIAL PROGRAM

REF: A. STATE A-465; B. STATE A-816; C. STATE A1009

1. POST NOW IN RECEIPT OF THREE INSTRUCTIONS REGARDING MARKET RESEARCH. REF A FOR POST-CONDUCTED STUDY ON LABORATORY INSTRUMENTS WITH DUE DATE APRIL 9; REF B FOR CONTRACTOR-CONDUCTED ELECTRIC ENERGY SYSTEMS WITH BIDS DUE MARCH 31; AND UNDER REF C POST-CONDUCTED RESEARCH ON BUSINESS EQUIPMENT AND SYSTEMS DUE MAY 29.

2. POST IS NOW PREPARING LABORATORY INSTRUMENTS RESEARCH WITH OWN RESOURCES. QUALITY OF LOCAL RESEARCH CAPABILITY FOR ELECTRIC ENERGY SYSTEMS AND DEGREE OF POST SUPERVISION AND HAND-HOLDING REQUIRED YET TO BE SEEN BUT NO INSURMOUNTABLE PROBLEM ANTICIPATED FOR THIS COMMERCE-FUNDED RESEARCH. POST CANNOT CONDUCT BUSINESS SYSTEMS RESEARCH WITH RESOURCES PRESENTLY AVAILABLE.

3. HOWEVER POST CONFIRMS DESIRABILITY PERFORM MARKET RESEARCH ON BUSINESS SYSTEMS THEME IN LIGHT POTENTIAL SALES OPPORTUNITY AND IN ORDER SUPPORT MARKET CAMPAIGN PROPOSED IN FY 77 CCP.

POST PROPOSES CONTRACT WITH LOCAL FIRM TO CONDUCT RESEARCH, PROVIDE ROUGH DRAFT FINAL REPORT, AND PERFORM RELATED SERVICES.

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PAGE 02 SEOUL 01999 260536Z

CONCLUSIONS AND FINAL REPORT WILL BE PREPARED BY POST FSL
AND FSO.

4. POST REALIZES THAT UNDER ORIGINAL PLANS, TRADE CENTER WAS
TO BE OPERATED WITHIN EMBASSY FINNANCIAL AND PERSONNEL
RESOURCES. HOWEVER, BUSINESS COMMUNITY ACCEPTANCE OF CENTER
AS VEHICLE FOR HARD-HITTING AND SUCCESSFUL TRADE PROMOTIONAL
EVENTS OF ALL TYPES, USDOC INVESTMENT IN CONSTRUCTION OF CENTER,
AND DESIRABILITY TO HAVE SOMETHING "GOING" MOST OF THE TIME
HAVE PRESENTED C&I SECTION WITH MAXIMUM WORKLOAD FACTOR.
CONTEMPLATE HANDLING FROM POST RESOURCES TWO ADDITIONAL
MINI-EXHIBITIONS AS SPIN-OFFS FROM TWO TOKYO TRADE CENTER
SHOWS WHICH OFFER EXCELLENT SALES POSSIBILITIES IN KOREA:
(1) ANALYTICAL INSTRUMENTS FOR SCIENCE AND INDUSTRY, AND
(2) ELECTRONICS PRODUCTION AND TEST EQUIPMENT. UNABLE, THEREFORE,
TAKE ON MARKET RESEARCH IN ADDITION TO MINI-EXHIBITIONS UNLESS
ADDITIONAL FUNDS FOR CONTRACTUAL SERVICES ARE FORTHCOMING.

5. BY TELEGRAM 1960, EMBASSY HAS INFORMED BUREAU THAT \$4,000
COST OF MARKET RESEARCH AND OTHER CONTRACTUAL SERVICE ITEMS
PRESENTED AS "IMPROVED OPERATIONS" ITEMS IN FY 75 PROGRAM
BUDGET REQUEST HAS NOW INCREASED, DUE TO WAGE AND PRICE
INCREASES, TO \$5,000 AND HAS ASKED THAT FUNDS BE MADE AVAILABLE
TO PERMIT THE EMBASSY TO MOVE INTO THAT PROJECT. PENDING
BUREAU RESPONSE RE FUNDS, EMBASSY WILL NOT NOTIFY USDOC ITS
INABILITY TO PERFORM.
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